

**Subject:** RE: Bisnow Confirmation

**From:** "Elan Shore" <@>

**Date:** 07/13/2016 01:37 PM

**To:** ngriffin@downtownla.com, jhalloran@macyinc.com, cschatz@downtownla.com, sbratton@ccala.org, hsherzai@downtownla.com, kmacy@macyinc.com, ggibney@macyinc.com

Here you go:

**There are now more than 60,000 people living downtown compared to 18,000 residents back in 1999, according to Carol.**

- Both of these numbers are correct per DCBID estimates.

**An increasing number of people are working downtown these days, about 500,000, and there are over 150,000 jobs across DTLA, Carol says.**

- The first part of this is correct per DCBID estimate.
- The "150,000 jobs" refers to jobs created by construction for the Renaissance, per Beacon Economics. It should say something like "and over 150,000 jobs were created since 1999 by construction for the Downtown Renaissance"

**Around 10,000 units of housing are being built now with around 4,000 expected this year.**

- This is correct.

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**From:** Nick Griffin

**Sent:** Wednesday, July 13, 2016 1:06 PM

**To:** John Halloran <jhalloran@macyinc.com>; Elan Shore <Eshore@downtownla.com>

**Cc:** Carol Schatz (DCBID) <cschatz@downtownla.com>; Shawn Bratton <sbratton@ccala.org>; Henna Sherzai <HSherzai@downtownla.com>; Kim Macy <kmacy@macyinc.com>; Grace Gibney <ggibney@macyinc.com>

**Subject:** Re: Bisnow Confirmation

Copying Elan for confirmation of statistics.

**Nicholas Ziff Griffin**

*Director of Economic Development*

**Downtown Center Business Improvement District**

[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com) / (213) 416-7522

On Jul 13, 2016, at 12:57 PM, John Halloran <[jhalloran@macyinc.com](mailto:jhalloran@macyinc.com)> wrote:

Hi Carol,

Karen Jordan of Bisnow is doing a piece on Downtown and is referencing some information you included in your Keynote speech at last month's DTLA Renaissance Event and would like confirmation on the numbers before she publishes:

**There are now more than 60,000 people living downtown compared to 18,000**

**residents back in 1999, according to Carol.**

**An increasing number of people are working downtown these days, about 500,000, and there are over 150,000 jobs across DTLA, Carol says.**

**Around 10,000 units of housing are being built now with around 4,000 expected this year.**

While these look to be inline with your presentation, please review carefully, confirm/clarify the numbers, and provide your approval to submit.

Karen's deadline is this afternoon.

Call with questions.

Thank you,

John

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